

IN THE CLAIMS

Please amend the claims as follows:

--1-167. (CANCELLED)

5 168. (PREVIOUSLY AMENDED) A system for displaying
programming material to a user, the system comprising:

a printed photograph having at least one machine
recognizable feature;

a feature recognition unit having associated therewith

10 a means for recognizing said machine recognizable
feature and a means for transmitting a coded
signal in response to the recognition of said
machine recognizable feature;

an intelligent controller having associated therewith

15 a means for accessing said programming material
in response to receiving said coded signal; and

a display unit for presenting said programming
material.

20 169. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature has
associated therewith a data link which is recognized by
said feature recognition unit.

170. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an image data link.

171. (ORIGINAL) A system as defined in claim 169 wherein
5 said data link comprises a video data link.

172. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises a programming data link.

10 173. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises a sound data link.

174. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an on-line data link.

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175. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an on-line shopping data link.

176. (ORIGINAL) A system as defined in claim 169 wherein
20 said data link comprises a pictorial data link.

177. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an electronic data link.

178. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an electronic media link.

179. (ORIGINAL) A system as defined in claim 169 wherein
5 said data link comprises an "information superhighway" data
link.

180. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises the
10 internet.

181. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises the
world wide web.

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182. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
computer network.

20 183. (PREVIOUSLY AMENDED) A system as defined in claim 179
wherein said "information superhighway" data link comprises
an integrated service digital network (ISDN).

184. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
telephone line.

5 185. (PREVIOUSLY AMENDED) A system as defined in claim 179
wherein said "information superhighway" data link comprises
a cable television CATV line.

10 186. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a local
area network.

15 187. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a wide
area network.

188. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a data
communications network.

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189. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises an
Internet Product Service Directory.

190. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
globally based digital communications network.

5 191. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
wireless network link.

192. (ORIGINAL) A system as defined in claim 179 wherein
10 said "information superhighway" data link comprises a
Wireless Application Protocol internet.

193. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises an
15 ethernet network.

194. (CURRENTLY AMENDED) A system as defined in claim 179
wherein said "information superhighway" data link comprises
a radio frequency ("RF") cellular network.

20 195. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
bar code.

196. (ORIGINAL) A system as defined in claim 195 wherein
said bar code comprises a Universal Product Code.

197. (ORIGINAL) A system as defined in claim 168 wherein
5 said at least one machine recognizable feature comprises an
invisible bar code.

198. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
10 magnetic code.

199. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
printed character.

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200. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
symbol.

20 201. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
pictorial icon.

202. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
invisible indicia.

5 203. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
two-dimensional figure.

10 204. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
icon.

15 205. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
invisible icon.

206. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
watermark.

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207. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
invisible watermark.

208. (ORIGINAL) A system as defined in claim 207 wherein
said invisible watermark comprises a digital watermark.

209. (ORIGINAL) A system as defined in claim 168 wherein
5 said at least one machine recognizable feature comprises a
series of alphanumeric characters.

210. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
10 binary code.

211. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
digital watermark.

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212. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
magnetic strip.

20 213. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
code.

214. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
online shopping product code.

5 215. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
home shopping product code.

10 216. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
online shopping service code.

15 217. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
home shopping service code.

218. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
analog pattern.

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219. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
hieroglyphic character.

220. (ORIGINAL) A system as defined in claim 168 wherein
said programming material comprises information.

221. (ORIGINAL) A system as defined in claim 220 wherein
5 said information comprises information about the
photographer of said photograph.

222. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises photograph identification
10 information.

223. (ORIGINAL) A system as defined in claim 222 wherein
said photograph identification information comprises the
date of the photograph.

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224. (ORIGINAL) A system as defined in claim 222 wherein
said photograph identification information comprises the
time of the photograph.

20 225. (ORIGINAL) A system as defined in claim 222 wherein
said photograph identification information comprises the
location of the photograph.

226. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the owner of
the photograph.

5 227. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the agency
representing the photographer.

10 228. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about related
photographic works.

15 229. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about purchasing
said photograph.

20 230. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about obtaining
licensing rights to utilize said photograph in a printed
medium.

231. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about obtaining
licensing rights to utilize said photograph in an
electronic medium.

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232. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about obtaining
licensing rights to exhibit said photograph.

10 233. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information related to the
subject matter of said photograph.

234. (ORIGINAL) A system as defined in claim 220 wherein
15 said information comprises information about art galleries
exhibiting photographs.

20 235. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about museums
exhibiting photographs.

236. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the
individuals depicted in said photograph.

237. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the
photography techniques employed in producing said
photograph.

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238. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the
photography equipment employed in producing said
photograph.

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239. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the developer
of said photograph.

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240. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the users of
the photograph.

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241. (ORIGINAL) A system as defined in claim 220 wherein
said information comprises information about the provenance
of the photograph.

242. (ORIGINAL) A system as defined in claim 168 wherein
said programming material comprises a service.

243. (CURRENTLY AMENDED) A system as defined in claim 242 wherein said service includes displaying promotional programming material on said display unit ~~of said user.~~

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244. (ORIGINAL) A system as defined in claim 242 wherein said service includes conducting an interaction with said user via a telephone.

10 245. (ORIGINAL) A system as defined in claim 242 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

246. (ORIGINAL) A system as defined in claim 242 wherein 15 said service includes establishing a communication link enabling a user to purchase said photograph.

247. (ORIGINAL) A system as defined in claim 242 wherein said service includes establishing a communication link 20 enabling a user to purchase a copy of said photograph.

248. (ORIGINAL) A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to purchase related photographs.

249. (ORIGINAL) A system as defined in claim 242 wherein
said service includes establishing a communication link
enabling a user to access a catalog of photographic images.

5 250. (ORIGINAL) A system as defined in claim 242 wherein
said service includes establishing a communication link
enabling an individual to track the user of said
photograph.

10 251. (ORIGINAL) A system as defined in claim 242 wherein
said service includes establishing a communication link
enabling an organization to track the user of said
photograph.

15 252. (CURRENTLY AMENDED) A system as defined in claim 242
wherein said service includes establishing a communication
link enabling a user to forward a information about said
photographs to others.

20 253. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a personal computer.

254. (ORIGINAL) A system as defined in claim 253 wherein
said personal computer comprises a laptop computer.

255. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a television.

256. (ORIGINAL) A system as defined in claim 168 wherein
5 said display unit comprises a device containing a
microprocessor.

257. (ORIGINAL) A system as defined in claim 256 wherein
said device containing a microprocessor is hand-held.

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258. (ORIGINAL) A system as defined in claim 256 wherein
said device containing a microprocessor is portable.

259. (ORIGINAL) A system as defined in claim 168 wherein
15 said display unit comprises a personal digital planner.

260. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an internet appliance.

20 261. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a cellular telephone.

262. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a wireless communication
device.

5 263. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a simulated book.

264. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an intelligent terminal.

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265. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a web-based television.

266. (ORIGINAL) A system as defined in claim 168 wherein
15 said display unit comprises a pager.

267. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an Internet-enabled telephone.

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268. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said feature recognition unit is selected from a
group consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
5 personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

269. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit is linked to a
10 personal computer.

270. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit is linked to a
wireless interface.

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271. (ORIGINAL) A system as defined in claim 270 wherein
said wireless interface comprises a wireless network.

272. (ORIGINAL) A system as defined in claim 271 wherein
20 said wireless network comprises a cellular network.

273. (ORIGINAL) A system as defined in claim 270 wherein
said wireless interface comprises a cellular telephone.

274. (ORIGINAL) A system as defined in claim 270 wherein
said wireless interface comprises a pager.

275. (ORIGINAL) A system as defined in claim 270 wherein
5 said wireless interface comprises a wireless personal
computer.

276. (ORIGINAL) A system as defined in claim 270 wherein
said wireless interface comprises a personal digital
10 assistant.

277. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit is linked to a
personal digital assistant.

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278. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit is linked to an
Internet appliance.

20 279. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit is linked to a
television set.

280. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit comprises a portion
of a cellular telephone.

5 281. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit comprises a portion
of a personal digital assistant.

10 282. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit comprises a portion
of a remote control unit.

15 283. (CURRENTLY AMENDED) A system as defined in claim 268
wherein said feature recognition unit comprises a portion
of a handwriting implement.

284. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a photograph;

5 scanning said machine recognizable feature of said photograph; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said 10 programming material is related to said photograph.

285. (ORIGINAL) The method of claim 284 wherein said communication link includes the Internet.

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286. (CURRENTLY AMENDED) The method of claim 284 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, 20 invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, ~~digital watermark~~, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

287. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a photograph, comprising the steps of:

imprinting a machine recognizable feature within said photograph wherein, said machine recognizable feature has associated therewith a command sequence for accessing programming material;

5 scanning said machine recognizable feature within said photograph and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

10 accessing programming material from said remote server; and

transmitting said programming material to said user 15 allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said photograph.

20 288. (ORIGINAL) The method of claim 287 wherein said programming material comprises multimedia.

289. (CURRENTLY AMENDED) The method of claim 287 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--